

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

**STATEMENT UNDER 37 CFR 3.73(b)**

Applicant/Patent Owner: Arbitron, Inc.

Application No./Patent No.: 10/811,174

Filed/Issue Date: 03/26/2004

Titled: SYSTEMS AND METHODS FOR GATHERING DATA CONCERNING USAGE OF MEDIA DATA

Arbitron, Inc., a Corporation

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1.  the assignee of the entire right, title, and interest in;
2.  an assignee of less than the entire right, title, and interest in  
(The extent (by percentage) of its ownership interest is \_\_\_\_\_ %); or
3.  the assignee of an undivided interest in the entirety of (a complete assignment from one of the joint inventors was made) the patent application/patent identified above, by virtue of either:

A.  An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy therefore is attached.

OR

B.  A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

1. From: ARBITRON INC., A DELAWARE CORPORATION To: BANK OF AMERICA, N.A.,

The document was recorded in the United States Patent and Trademark Office at  
Reel 015576, Frame 0436, or for which a copy thereof is attached.

2. From: Inventors To: ARBITRON INC.

The document was recorded in the United States Patent and Trademark Office at  
Reel 016148, Frame 0210, or for which a copy thereof is attached.

3. From: Inventors To: ARBITRON INC.

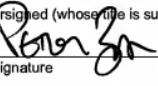
The document was recorded in the United States Patent and Trademark Office at  
Reel 017003, Frame 0402, or for which a copy thereof is attached.

Additional documents in the chain of title are listed on a supplemental sheet(s).

As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose file is supplied below) is authorized to act on behalf of the assignee.



Signature

Peter Zura, Reg. No. 48,196

Printed or Typed Name



2/10/09

Date

Attorney of Record

Title

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.



## United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)[Assignments on the Web](#) > [Patent Query](#)**Patent Assignment Abstract of Title****NOTE: Results display only for issued patents and published applications. For pending or abandoned applications please consult USPTO staff.****Total Assignments: 3**Patent #: 7483975 Issue Dt: 01/27/2009 Application #: 10811174 Filing Dt: 03/26/2004Publication #: 20050216509 Pub Dt: 09/29/2005

Inventors: Ronald S. Kolessar, James M. Jensen, Jack K. Zhang, Courtney Lewis Wood et al

Title: SYSTEMS AND METHODS FOR GATHERING DATA CONCERNING USAGE OF MEDIA DATA

**Assignment: 1**Reel/Frame: 015576/0436 Recorded: 07/12/2004 Pages: 19

Conveyance: SECURITY INTEREST (SEE DOCUMENT FOR DETAILS).

Assignor: ARBITRON INC., A DELAWARE CORPORATION Exec Dt: 06/30/2004Assignee: BANK OF AMERICA, N.A., AS ADMINISTRATIVE AGENT  
100 NORTH TRYON STREET  
MAIL STOP NC1-007-17-15  
CHARLOTTE, NORTH CAROLINA 28202

Correspondent: ARBITRON INC.

PATRICIA O'DONNELL  
9705 PATUXENT WOODS DRIVE  
LEGAL AND BUSINESS AFFAIRS  
COLUMBIA, MD 21046**Assignment: 2**Reel/Frame: 016148/0210 Recorded: 01/04/2005 Pages: 4

Conveyance: ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

Assignors: KOLESSAR, RONALD S.  
JENSEN, JAMES M.  
ZHANG, JACK K.  
WOOD, COURTNEY LEWIS  
FLANAGAN, EUGENE L. III Exec Dt: 11/19/2004  
Exec Dt: 11/19/2004  
Exec Dt: 11/14/2004  
Exec Dt: 11/22/2004  
Exec Dt: 11/08/2004Assignee: ARBITRON INC.  
9705 PATUXENT WOODS DRIVE  
COLUMBIA, MARYLAND 21046Correspondent: EUGENE L. FLANAGAN III  
COWA, LIEBOWITZ & LATMAN, P.C.  
1133 AVENUE OF THE AMERICAS  
NEW YORK, NEW YORK 10036-6799**Assignment: 3**Reel/Frame: 017003/0402 Recorded: 11/10/2005 Pages: 4

Conveyance: ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

Assignors: KOLESSAR, RONALD S.  
JENSEN, JAMES M. Exec Dt: 11/19/2004  
Exec Dt: 11/19/2004

ZHANG, JACK K.  
WOOD, COURTNEY LEWIS  
FLANAGAN III, EUGENE L.

**Exec Dt:** 11/14/2004  
**Exec Dt:** 11/22/2004  
**Exec Dt:** 11/08/2004

**Assignee:** ARBITRON INC.  
9705 PATUXENT WOODS DRIVE  
COLUMBIA, MARYLAND 21046

**Correspondent:** EUGENE L. FLANAGAN III  
COWAN, LIEBOWITZ & LATMAN, P.C.  
1133 AVENUE OF THE AMERICAS  
NEW YORK, NY 10036-6799

Search Results as of: 02/08/2009 02:24 AM  
If you have any comments or questions concerning the data displayed, contact PRD / Assignments at 571-272-3350.  
Web interface last modified: October 16, 2008 v.2.0.2

| [HOME](#) | [INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [CONTACT US](#) | [PRIVACY STATEMENT](#)